

THE 2024  
**ROBERTSON  
SHOW**

*Sponsorship  
opportunities*



**ROBERTSON**  
AGRICULTURAL & HORTICULTURAL  
SHOW SOCIETY INC.

# ROBERTSON

AGRICULTURAL & HORTICULTURAL  
SHOW SOCIETY INC.



The 2023 Robertson A&H Show was the biggest and best in the history of the Robertson Show.

And we are planning to build on the excitement and success to grow the show to be the best regional show in NSW!

We know your ideal business target market will be there as before – just more of them with our marketing and PR strategy in place.

Following are sponsorship opportunities however, if you would like us to build a tailored sponsorship package that suits your business perfectly then please email: [lucinda@tangelo.com.au](mailto:lucinda@tangelo.com.au)

**We look forward to welcoming you as a supporting partner  
of the 2024 Robertson A&H Show**

# Sponsorship Options

2024 Robertson A&H Show

BENEFITS	BRONZE	SILVER	GOLD
Ad in the 2024 Robertson A&H Show print schedule	1/2 page	Full page	Full page
Event naming rights 2024 Robertson A&H Show (based on availability)	-	1 event	3 events
Banners* at 2024 Robertson A&H Show (centre ring fence)	1 banner*	2 banners*	4 banners*
Trade exhibition area	-	6 x 6m space	8 x 8m space
Robertson Show website prior to and during 2024 show	Logo	Large logo	Large logo, prime position
Robertson Show promotional materials	Small logo	Large logo	Large logo, prime position
Social Media sponsorship posts prior to and during 2024 show	4 posts	5 posts	10 posts
Show Society Memberships	5 for staff & suppliers	5 for staff & suppliers 5 for customer competition	20 for use with staff, suppliers and or customer competition
Sponsor material included in show member follow up letters	-	DL brochure **	A5 Folded brochure**
Right to use 'Robertson Show Sponsor badge' on business marketing materials and website for the 2024 calendar year	-	-	Use of Robertson Show Sponsor Badge

\* Banner to be supplied by the sponsor. \*\* Brochure to be supplied by sponsor. Banner design or brochure design and production can be arranged at an additional cost.

TOTAL SPONSOR VALUE	\$1,800	\$6,100	\$12,400
<b>SPONSORSHIP INVESTMENT</b>	<b>\$1,500 (+ GST)</b>	<b>\$5,000 (+ GST)</b>	<b>\$10,000 (+ GST)</b>

# Sponsorship Options

2024 Robertson A&H Show

---



I would like to sponsor the 2024 Robertson A&H Show.

I agree to the following sponsorship to be invoiced immediately and paid within 14 days. I understand no benefits will be bestowed until my payment has been received by the Robertson Show Society.

- Bronze sponsorship \$1,500 (+ GST)
- Silver sponsorship \$5,000 (+ GST)
- Gold sponsorship \$10,000 (+ GST)
- Platinum Sponsorship \$20,000 (+GST) I will work with the Show Society to tailor a sponsorship package to my needs

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

Contact email: \_\_\_\_\_ Company phone: \_\_\_\_\_

Contact Signature: \_\_\_\_\_ Date: \_\_\_\_\_

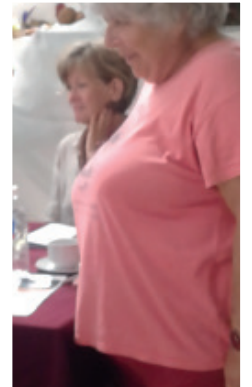


# Schedule advertising

## 2024 Robertson A&H Show



- \$250 1/4 page advertisement in the 2024 Robertson A&H Show Schedule.  
Bleed: 153 x 57mm, Trim: 148 x 52mm, Text: 135 x 42mm
- \$450 1/2 page advertisement in the 2024 Robertson A&H Show Schedule  
Bleed: 153 x 110mm, Trim: 148 x 105mm, Text: 135 x 90mm
- \$550 Full page advertisement in the 2024 Robertson A&H Show Schedule  
Bleed: 153 x 220mm, Trim: 148 x 210mm, Text: 135 x 195mm
- \$600 Inside Back Cover full page advertisement in the 2024 Robertson A&H Show Schedule (ad specs same as FP ad)
- \$650 Outside Back Cover full page advertisement in the 2024 Robertson A&H Show Schedule (ad specs same as FP ad)



I wish to take the advertising indicated above. Please send an invoice for my ad in the 2024 Robertson A&H Show Schedule to:

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Contact Signature: \_\_\_\_\_

Company address: \_\_\_\_\_

Contact email: \_\_\_\_\_

Company phone: \_\_\_\_\_ Date: \_\_\_\_\_



THE 2024  
**ROBERTSON  
SHOW**

Friday 1st & Saturday 2nd March 2024

## Robertson A&H Show - Audience Stats:

---

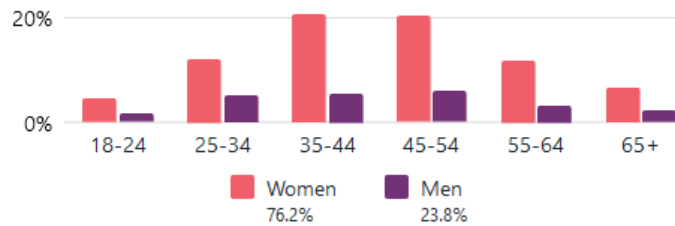
- |  |   |  |
|--|---|--|
| 2024 Robertson A&H Show Schedule               | - | 1,500 professionally designed and printed full schedules distributed by post to members and available at various Southern Highlands retail outlets from mid January. |
|  | - | Digital version available for download from <a href="http://www.robertsonshow.org.au">www.robertsonshow.org.au</a>   |
| Show promotion material                        | - | A3 posters with sponsor logos posted in all the main towns and villages around the Southern Highlands in early January for maximum awareness                         |
|  | - | A4 flyers will be distributed to Southern Highlands shops for posting in windows in early January.   |
| Show PR/Marketing                              | - | Advertisement runs across screenings at the New Empire Cinema, Bowral  |
|  | - | \$10,000 PR campaign through January and February targeting visitors from Sydney, Canberra, the Shoalhaven and Southern Highlands                                    |
| Attendance at the Show (banners & trade space) | - | Previous years have seen in excess of 5,000 people over the course of the Saturday show day our aim is to grow that to 6,000 people for the 2024 show.               |



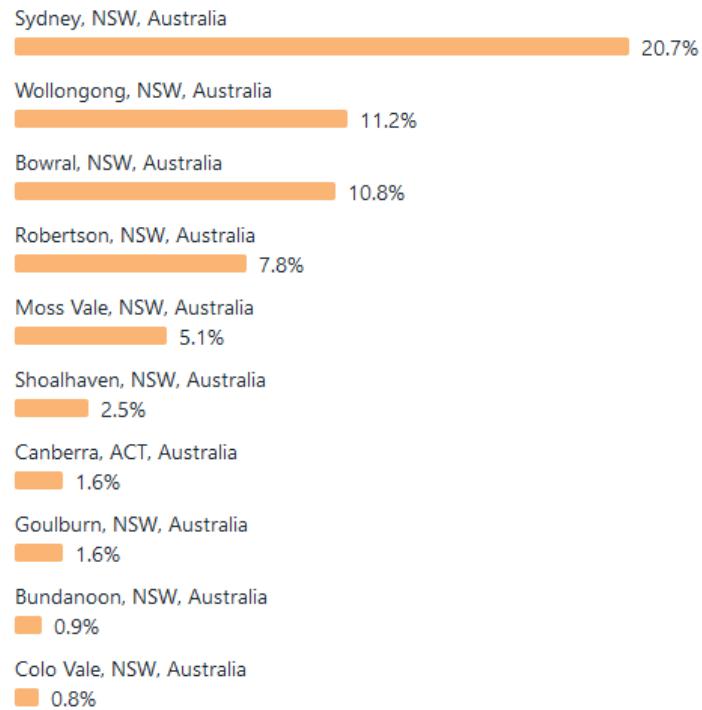
Social media exposure - The Robertson Show facebook page has 3,479 followers and growing, but posts are ALWAYS shared and often exceed 8,000 per post reach.

- Like the 2023 PR campaign, the 2024 campaign is expected to increase followers and individual post reach throughout January & February 2024

Robertson Show facebook page audience profile:



Top towns/cities



Recent content	Type	Reach	Likes and reacti...
It's Robertson Show day!! We're rea... 10 March 11:53	Post	Boost post	17,982 / 418
Calling all artisans, local producers ... 18 February 15:49	Post	Boost post	16,785 / 134
Tomorrow is your chance to witnes... 9 March 21:12	Post	Boost post	11,676 / 234
Calling all ladies - want to test your... 10 March 00:13	Post	Boost post	6,867 / 50
NEW Pavilion Class BEST SHEEP IN ... 21 February 20:00	Post	Boost post	6,271 / 44
We are looking forward to seeing N... 8 March 16:00	Post	Boost post	5,236 / 253
Calling all girls 12 years and under ... 9 March 20:07	Post	Boost post	5,167 / 48
Calling all gardeners- there is a love... 11 March 18:33	Post	Boost post	5,072 / 71

Facebook Page reach

92,633 ↑ 97.5%

